Omni

Reduced carcinogens. Premium taste.

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We have extensive data regarding reductions of carcinogens

and other compounds in Omni's Mainstream and Sidestream s

Mainstream Smoke Reduction Charts

Omni's reductions in carcinogens and other compounds were measured using **three different methods:**

FTC
MA
Canadian

To see the results, click on the links below.

The data in the charts compares Omni with the leading national full-flavored brand.

The Federal Trade Commission (FTC) method for comparing the yields of a wide range of chemical constituents in the mainstream smoke from a burning cigarette was developed by the U.S. government in 1967. The FTC method uses a specific puffing regimen of a 35 ml puff of 2 seconds in duration every 60 seconds with none of the filter ventilation holes blocked. A common criticism of the FTC method is that it does not accurately mimic the smoking behavior of most smokers thereby underestimating the yields of smoke constituents inhaled.

In 1997, the Massachusetts Department of Public Health implemented changes to the way it tested and rated cigarette yields to more closely approximate most smoking behaviors. The Massachusetts method consists of 45 ml puffs of 2-second duration every 30 seconds with 50% of the filter ventilation holes blocked.

The Canadian government recently adopted this modified version of the International Organization for Standardization (ISO) Method #3308. The puff volume is increased to 55 mL, the interval between puffs is decreased to 30 seconds, and 100% of the filter ventilation holes are blocked. In reality, the smoking behavior of a majority of smokers will be somewhere between the FTC method and the Canadian Intense Method.

Sidestream Sm
Reduction Cha

Scientific Purpo

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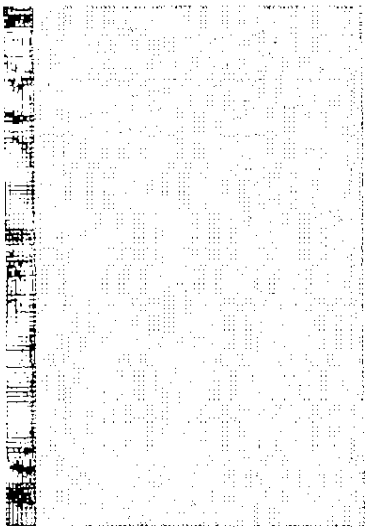
Source: https://www.industrydocuments.ucsf.edu/docs/fllx0001



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